



FOODSERVICE

The National Mango Board has conducted outreach to key foodservice trades and garnered significant coverage in some of the top foodservice publications.

Outlet	Headline	Date	Circulation	Impressions	Audience	Size	Ad Equivalency Value
<i>Food Management</i>	Mango Yogurt Parfaits	1/1/08	47,000	108,100	Onsite Restaurants	1/3 pg.	\$3,344.75
<i>Cheers</i>	Tips for Seasonal Sips	1/1/08	70,000	161,000	Commercial Restaurants	1/4 pg.	\$7,688.25
<i>pmq.com</i>	Beverage Press Release	2/19/08	155,000	356,500	Pizza Restaurants	1/2 pg.	\$226.67
<i>Flavor & The Menu</i>	Tropical Mango S'Mores	Winter '08	25,000	57,500	Commercial & Onsite Rests.	1-1/4 pg.	\$10,710.00
<i>Food Management</i>	Grilled Chicken w/ Mango Ginger	3/1/08	47,000	108,100	Onsite Restaurants	1/3 pg.	\$3,344.75
<i>National Culinary Review</i>	Mango Bellini PR	4/1/08	19,000	43,700	Upscale Restaurants	1/6 pg.	\$2,061.25
<i>FoodService Director</i>	Mango Bellini PR	4/15/08	45,000	103,500	Onsite Restaurants	1/10 pg.	\$3,017.50
<i>Food Management</i>	Cinco de Mango Salsa	5/1/08	47,000	108,100	Onsite Restaurants	1/4 pg.	\$2,915.50
<i>Flavor & The Menu</i>	Mango Bellini Photo	Spring '08	25,000	57,500	Commercial & Onsite Rests.	1/6 pg.	\$4,165.00
<i>pmq.com</i>	Versatility Press Release	5/27/08	155,000	356,500	Pizza Restaurants	1/2 pg.	\$226.67
<i>FoodService Director</i>	Mango Month PR	5/15/08	45,000	103,500	Onsite Restaurants	1/12 pg.	\$3,017.50
<i>Restaurant Hospitality</i>	Mango Month PR	6/1/08	117,000	269,100	Commercial Restaurants	1/8 pg.	\$4,581.50
<i>National Culinary Review</i>	Mango Month PR	6/1/08	19,000	43,700	Upscale Restaurants	1/6 pg.	\$2,061.25
<i>Restaurant Business</i>	Sweet Mango Tamales Photo	7/1/08	76,000	174,800	Commercial Restaurants	1/12 pg.	\$2,377.88
<i>Restaurant Business</i>	Mango Beauty Photo	7/1/08	See above	See above	Commercial Restaurants	1/12 pg.	\$2,377.88
<i>Restaurant Business</i>	Baja Fish Tacos Photo & Recipe	7/1/08	See above	See above	Commercial Restaurants	1/4 pg.	\$4,755.75
<i>Restaurant Business</i>	Mango Sangria Photo & Recipe	7/1/08	See above	See above	Commercial Restaurants	1/4 pg.	\$4,755.75
<i>Restaurant Hospitality</i>	Mango Caprese PR	7/1/08	117,000	269,100	Commercial Restaurants	3/8 pg.	\$5,491.00
<i>FoodService Director</i>	Mango Caprese PR	7/15/08	45,000	103,500	Onsite Restaurants	1/8 pg.	\$3,017.50
TOTAL:			1,054,000	2,424,200			\$70,136.35

Return on Investment	
Ad Equivalency per \$	3.29
Impressions per \$	113.64

Glossary of Terms	
Ad Equivalency	Calculation of how much it would cost to pay for the placement of a story in a given newspaper or magazine or on a given television or radio program. This calculation is based on the column inch advertising rate for print or the: 30 commercial rate for broadcast.
AE/\$	A ratio comparing the advertising equivalency to the actual amount spent on the project. Any number greater than 1 indicates that the value spent was a greater bargain than the associated advertising cost.
Impressions	Number of estimated people reading a single newspaper or magazine article. This is calculated by multiplying the publication's circulation by 2.3 (a conservative but realistic multiplier. Magazines often use 5 – 7, believing that magazines have a longer life and are passed around to more people. Newspapers often use 3, meaning 3 people in a household or office read the paper. We use 2.3 as a conservative number to make sure results are not inflated or unrealistic.
I/\$	Calculation of the cost per impression. By dividing the total number of impressions by the investment spent on the project, we can determine how much it cost to reach each individual.
Viewers, Listeners or Audience	Number of viewers or listeners to a broadcast placement. There is no multiplier factor in reporting these figures.